

43rd YEAR

AMERICAN ROOFER & SIDING CONTRACTOR



Photo of the Month See Page 11

June, 1953

In This Issue:

Future of FHA Title I In Doubt

All About Slate Roofing Shingles

How any good roofer can make more money

"I benefit 4 ways as a Barrett Authorized Shingle & Siding Contractor"

says Elmer Matthews, Matthews Roofing Company, Chicago, Ill.



Mr. Matthews tells us that these are the four major benefits he has derived from being a Barrett Authorized Shingle & Siding Contractor:

1. He finds the prestige of the Barrett name very helpful, and particularly likes the Barrett national advertising which backs up dealers and roofers.
2. Mr. Matthews calls Barrett consumer advertising for local roofers "excellent" — he feels it is probably the best in the business.
3. He prefers Barrett shingles — because they are good shingles to work with on the job, and because they really stand up.
4. He likes Barrett's up-to-the-minute shingle styles, and the handsome colors which make Barrett shingles appeal to women as well as to men.

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1. A variety of tested, proved sales aids specifically designed to help you close more sales.
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AR-6



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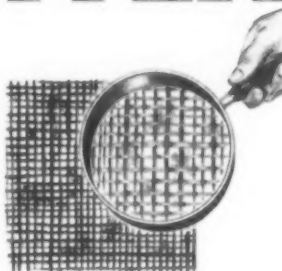
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MANUAL

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Available to you NOW!

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Easy to Handle!
Tell a Big Story!



2 **3 DIMENSION STEREO VIEWERS & Color Slides of Installations...**



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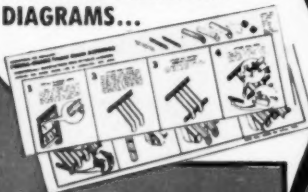
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New York 16, N. Y.

Send me facts on the items checked.

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| <input type="checkbox"/> 1. Aluminum Roofing | <input type="checkbox"/> 34. Kettles and Pumps | <input type="checkbox"/> 45. Roofing, Asbestos-Cement Corrugated |
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| <input type="checkbox"/> 64. Flashing Fabric | <input type="checkbox"/> 73. Roof Carts | Other Items _____ |
| <input type="checkbox"/> 27. Gutters, Eaves Trough, Leaders & Downspouts | | |
| <input type="checkbox"/> 28. Hoists and Derricks | | |
| <input type="checkbox"/> 29. Hot Stuff | | |

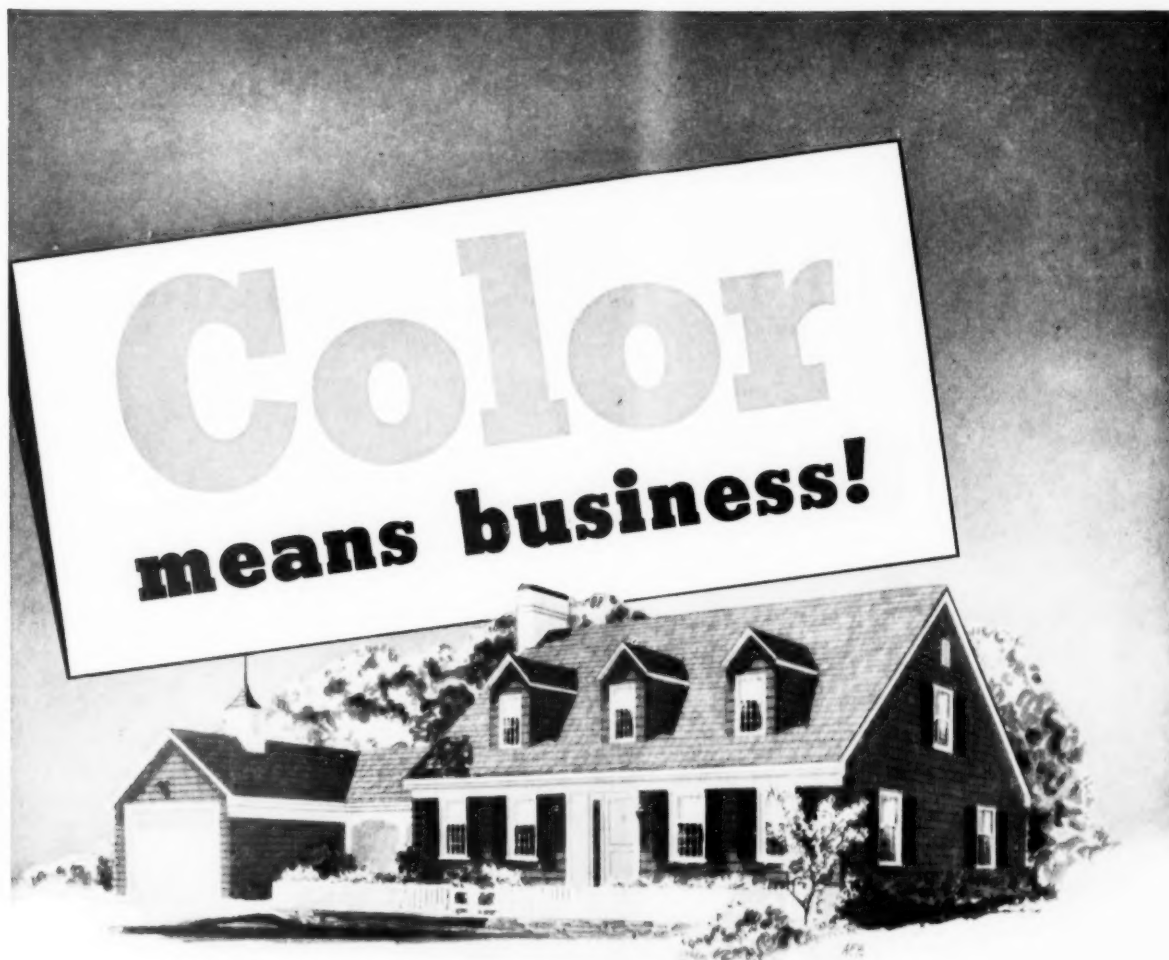
June, 1953 _____

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Ruberoid's Color-Grained asbestos-cement Siding* with *Duroc* . . . the revolutionary protective finish that resists dirt, stains and weather . . . means good business for you. Choice of decorator-designed colors. If you're not cashing in on it yet, see your Ruberoid salesman now.

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*Patent Nos. 2307733, 2307734, others pending.

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Maizewood Insulation meets Federal Specification LLL-F-321b for government projects. Union made by employees of the United Brotherhood of Carpenters and Joiners, AFL.

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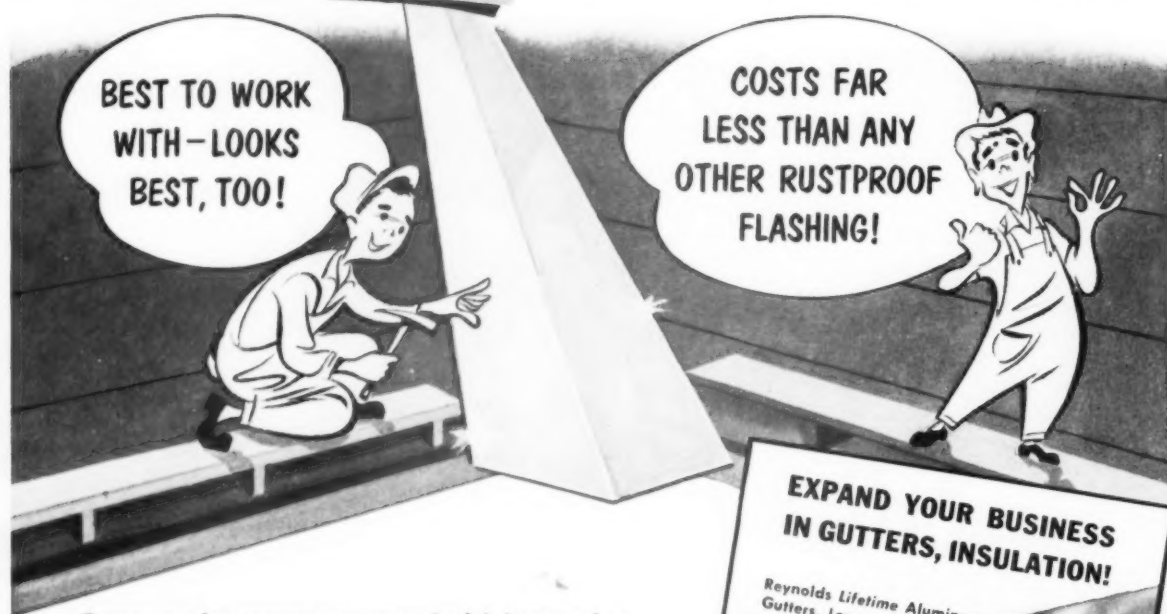
SIZE	THICKNESS
24" x 50"	1/2"
24" x 50"	3/4"
24" x 50"	1"
24" x 50"	1 1/2"
24" x 50"	2"

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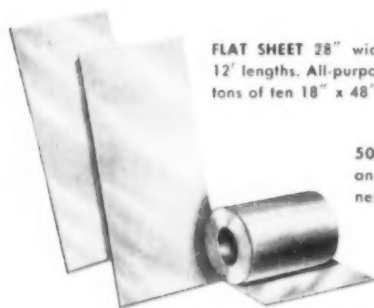


One case where the best costs less!

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Owner, roofer, contractor...everybody's happy when you use the flashing that does the best job for less money—rustproof, non-staining Reynolds *Lifetime* Aluminum. Easiest to cut, trim, shape...and it looks best, too! Check your supplier for types listed below, all in smooth mill finish. Mail coupon for more information on this and other profit-makers in Reynolds Aluminum. **Reynolds Metals Company**, Building Products Division, Louisville 1, Kentucky.



FLAT SHEET 28" wide, 6', 8', 10', 12' lengths. All-purpose display cartons of ten 18" x 48" sheets, .019".

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ALWAYS USE REYNOLDS *Lifetime* ALUMINUM NAILS—

A "must" with aluminum, best for all wood and composition roofing. Can't rust. Can't stain. Almost three times as many nails per pound. Types for all roofing uses, also for siding and wallboard.



EXPAND YOUR BUSINESS IN GUTTERS, INSULATION!

Reynolds Lifetime Aluminum Gutters. Lowest cost for rust-proof gutters. Slip-joint application (can also be cold-soldered). Ogee and Half-Round 5", smooth or stippled. Also 6" Industrial Half-Round.



Reynolds Aluminum Reflective Insulation
An easy sale, a quick job... fail on kraft paper. Efficiency without bulk. Perfect vapor barrier. 250 sq. ft. rolls, 25", 33" and 36" wide.

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☐ Flashing ☐ Insulation ☐ Gutters ☐ Nails

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AMERICAN ROOFER & SIDING CONTRACTOR

JUNE

1953

Extension of Title I after this year is doubtful

NOW that the \$500,000,000 in additional FHA Title I funds has been made available, roofing and siding contractors are faced with the possibility that even this additional amount may well be exhausted before the end of the year. Pressure had been built up to such an extent during the period of mortgage credit restrictions that the volume of applications for mortgage insurance was running 20% above last year for the first four months period, according to FHA Commissioner Guy T. O. Hollyday. The gain, over last year, a statement from the FHA revealed, has been increasing from month to month at an accelerating pace.

Will Congress Act?

Whether Congress will grant an additional extension to FHA Title I insurance funds when the present extension has been ended is a moot point indeed. But indications are that a disinflation inclined Congress may well disapprove additional credit funds for

any purpose whatever, however helpful these may prove to be in maintaining and stimulating private business in general.

Worse, is the possibility that Congress may close out the mortgage loan financing program for maintenance

and home improvement entirely by the end of this year. It behooves the individual roofing and siding contractor to keep his own house in order in the face of such a drastic possibility. Complaints of abuses to the homeowner in repair and modernization work frequently reach the ears of legislators, who are very sensitive to reports from the home voters.

ON OUR COVER

With the price of fuel advancing so much more than the cost of insulation in recent years, insulation is a better buy than ever—especially in the large houses. Our Cover-Of-The-Month shows an example of one such large house, whose original clapboard siding (see inset) has been replaced by Celotex 9" ShadowLap Insulating Siding.

The house shown, located in Nashua, New Hampshire, is an excellent example of how insulating siding is being graded up more and more to the better houses. Note that actually two different shades of the ShadowLap Siding have been applied to present a beautiful contrasting appearance between the ground floor and the second floor. Note also the air of solidity and value in the entire structure, now that insulating siding has brought this fine old house up to date.

Hurts Credit

Every time one contractor pulls "a fast one" on some unsuspecting homeowner it has the effect of hurting the Title I credit of every other contractor in the business.

It is the duty of the contractors not only to see that their own commitments are scrupulously adhered to, but that their fellow contractors are living up to basic ethical standards as well. The industry must police itself. If it does not it may find itself in the position of having to turn down all kinds of new business which it could have gotten under a functioning FHA Title I provision.

Slate roofing shingles what they are made of; how they are applied

PEOPLE building new homes are still asking their architects and builders: "I'm going to build a good home and I want the best roofing to shelter my family." The answer that is still given is "Use Vermont Slate."

In appearance, color, thickness, surface texture, and roof texture slate permits a wide range of architectural effects. The weight of mountains pressing down on the embedded slate for decades together with tremendous pressures set up when the earth was formed, account for the fact that slate is harder, tougher, and more compact than any material compressed by machinery. Molten minerals having mixed, cooled and hardened into deposits of vari-colored natural stone. Slate is, therefore, a natural stone, fireproof, waterproof and permanent.

Slate resists climatic changes, requires no other material to preserve it, requires little or no maintenance, and, as a roof, will last as long as the structure itself. Because of its fire resistive

qualities homeowners can obtain reduced insurance on a slate-roofed house. It is an investment in value, as it permanently improves the property on which it is applied.

Vermont slate may be obtained in one color or a harmonious mixture of two or more colors: green, gray, purple, red or the combinations: mottled green and purple, rustic and black. Slate roofing is available in thicknesses ranging from $3/16"$ to $1"$ and in a smooth or rough texture.

Every city has several slate roofing contractors who lay slate roofs every day. If fellow contractors cannot supply information about it, qualified manufacturers can.

Application

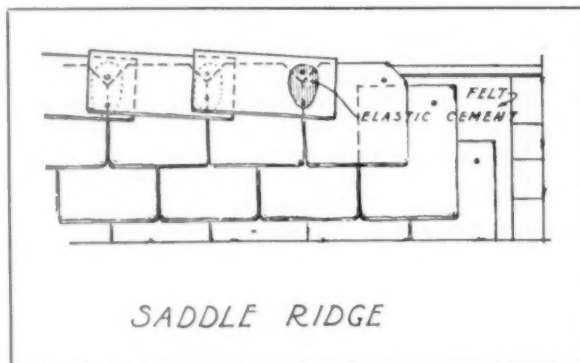
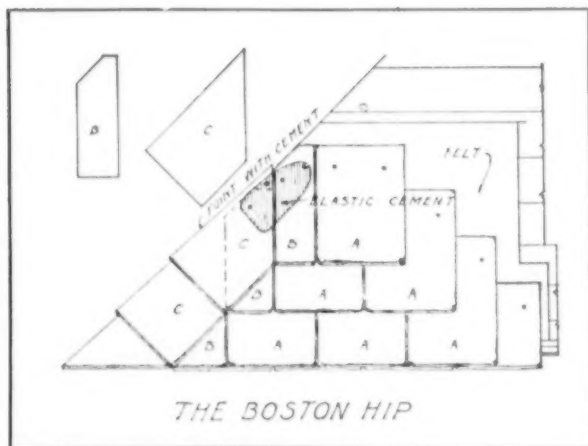
The average roofer who has applied

strip shingles can with little difficulty learn to apply slate. The process involved amounts to merely applying felt, laying a starting course, cutting valleys or hips and ending at the ridge. All slate shingles are punched with two nail holes. It can be applied over all kinds of shingles at low cost.

Most homes costing in the range above \$12,000 can now afford slate roofs. Institutions, schools, government buildings, colleges, hospitals and other public buildings which have to appear at their most attractive and still have the best possible roof make slate their first choice in roofing today.

HOW TO APPLY SLATE SHINGLES

Editor's Note: The remarks which follow on the properties and application of slate are based on standard information, much of which has not been discussed in American Roofer and Siding Contractor previously. They



The sketches above and at right illustrate two of the characteristic types of slate roofing application. The actual method, which is simpler than it may appear, is outlined in the text.



Photos Courtesy Evergreen Slate Company

Blown-up snapshot of part of the Edmondson Village commercial development in the Baltimore area gives only some idea of the fine slate roofs which were applied there recently. Vermont slate of various colors was used throughout.

will serve as a review of good methods of slate application in the present era.

Properties

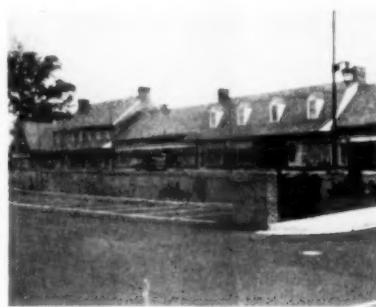
Slate is a natural product, a type of stone, found in quarries in various parts of the world. It goes through no processing in order to be used for roofing, other than the digging and shaping necessary to form it for use. Dug in huge blocks, the shingles are formed by splitting the rock again and again until it reaches the thickness desired, shearing across the grain at the same time, to obtain specified widths and lengths. Since the slates split according to the cleavage of the natural rock, a wide range of surface effects is obtained, according to whether the individual shingles split smoothly or roughly.

Standard slate shingles are composed of slate approximately $3/16$ " thick, of one uniform length and width, having square butts. Sizes vary from $10" \times 6"$ to $14" \times 14"$. Textured or architectural slates vary from the standard in surface, size, thickness. They are used for special application effects, or to give more style and variety to the roof.

Roofing slates should have two holes punched at the quarry. Two holes are specified for standard slates. Four holes are recommended for slates $3/4$ " or more in thickness, when more than 20" in length. Holes are punched from $1/4$ to $1/3$ the length of the slate from the upper end, and $1 1/4$ " to 2" from the edge. Where four holes are used,

the extra holes are located about 2" above the regular ones.

Machine punching is preferable to hand punching. Where punching on the job is necessary for fitting, it is done by using the long prong which forms one head of the double-head slater's hammer.



Another section of the Edmondson Village project shows a group of the stores and the parking field. The roofs seen in the distance are of slate.

Deck Preparation

Slate roofs may be laid over closed sheathing, which is advisable in cold climates, or over open lath.

Sheathing under slates should be smooth and solid. Joints between the ends of boards should occur over the rafters, and the ends should be securely nailed at these points. Boards should be nailed with 10-penny nails at both edges to every rafter. If ten-inch boards are used, it is advisable to nail the center of the boards also. Tongue and groove boards should not be drawn up too close, as there is

danger of the roof surface buckling if rained on before the slate is laid.

For closed sheathing, a thickness of felt is laid over the roof boards, to add insulating value, to protect the sheathing until the slates are laid, and to form a cushion for the slates. Under standard commercial slates, a felt weighing 14 pounds is satisfactory, while for graduated roofs, a 30-pound felt is used when the slates are $3/4$ " thick, 50-pound when they are 1" or more thick. The thicker the slates, the more important the cushioning action of the felt.

The felt should be laid in horizontal layers with the joints lapped at the ends and toward the eaves at least 3", and not less than 2" over the metal lining of valleys and gutters, secured as necessary to hold it in place until covered by the slates. The felt should extend at least 12" over all hips and ridges to form a double thickness.

Standard Exposure

Roof laths or battens without felt are used in some localities. The spacing of the battens will vary with the length of the slate used. The upper end of each slate should rest on the center of the strip, and the slate should be so punched that the nails will be driven into a strip. For standard exposure, called "three-inch" exposure, the spacing of the battens is arrived at by taking three inches from the total length of the slate, then dividing by two. If the slate is 16" long, take away three, giving 13", divide by 2, giving $6 1/2$ ", and space the battens $6 1/2$ " apart. This open method is recommended only for warm climates where there is no snow.

Making A Batten Gauge

A batten gauge may be made by measuring out and nailing two battens, then cutting two strips to fit between, and using them to space out succeeding battens.

The first batten on a batten roof is the most important. It must be placed to allow for a two-inch projection over the eaves. This batten may be doubled, to allow for the nailing of the double course of slates at the eaves.

Heavier-than-normal roof construction is not required for slates of standard commercial weight, but if special

(Continued on Page 26)

Telephone sales: tips on lines that get results

THERE are two ways of using the telephone to increase sales: First, to break the ground, make appointments, confirm prospects you have obtained in other ways; second, to follow up. Each demands a different approach, but they have something in common—the person to whom you're talking can't see your charming smile, can't learn from an eloquent gesture: It all depends on your voice and the words you say.

You must *feel* friendly to talk well over the phone. People hear much more than you think they do. If you're not interested, they'll know it. Keep your voice low, but don't mumble, and try to speak a little more distinctly than you usually do (people unconsciously read your lips as you talk; without this help they may have difficulty in understanding if you don't articulate very clearly).

If you've obtained the name of a prospect from a current or past customer with one of those useful bonus plans, you have a very natural opening: "Hello, Mr. Blank, your friend (or neighbor) Mr. Jones has suggested that I call you about a free inspection for your roof. I'm Joseph Doakes of the Splendid Roofing Co. We inspect your roof so that you'll *know* it's all right, instead of worrying about the next bad storm or fire. And if it needs some small repairs, taking care of them now will certainly save you a big bill later. When would you like us to send a representative?"

That's highly condensed and not very personal, but it has all the essentials:

1. You greet the prospect by name.
2. You mention someone he knows to increase his confidence.
3. You identify yourself.
4. You offer him a service, considering *his self-interest*, not yours.
5. You make an unavoidable sug-

By R. L. WILLET
Special to American Roofer
& Siding Contractor

gestion that something concrete—an appointment—be done about it.

No matter how you obtained the prospect's phone number, those points are "musts" in telephone selling. If you know no one he's acquainted with,

you can still tell him, "We did the new roofing and siding for the Smith house on Duane Street in your neighborhood." Even if he doesn't know Smith, this'll be impressive. So, put all five points into an opening speech that seems easy and appropriate to you. But don't be so rigid about it that you can't react to each customer's individuality.

In the follow-up, it's even more important that you use the prospective customer's name. Ask how he is, and about his family or anything else you know will interest him (it's a good idea to have some notes handy, rather than relying on your memory), but keep the preliminaries brief. Tell him you have samples or cost-comparisons or technical information to help him make up his mind about roofing or siding. You can suggest color schemes that will particularly enhance the appearance of his house (your notes on the interior colors of walls and furniture will help here). Any sign you show of having thought about and

(Continued on Page 34)

Covering The World . . .



By Elmo



How an old abandoned garage and warehouse can be turned into a modern, up-to-date combination warehouse-office-salesroom-garage is shown in the pictures above. Appropriately named Alert Roofing Co. did everything necessary to show the public they are right up to the minute.

"Alert Roofing is the name"— alertness the key to his success

ONE man to whom Chicago winds are not ill winds is the one who gets to repair the damage. One roofer who does a lot of windstorm repair work because of know-how in deploying his trained forces is Ben Sherman of Alert Roofing, located in Chicago's South Side.

It is not unusual, the windy city being what it is, for Sherman to call his entire corps of more than twenty roofers and siders off their scheduled work to dash around the city patching up windstorm damage. More often, however, the wind is likely to leave a concentrated maximum-damage area. Whatever the situation, it is generalship and logistics that have given Alert Roofing its reputation with insurance adjustment companies and large scale contractors. Sherman has counted up to 1800 windstorm patch jobs a year, and 20 a day are not unusual. After every blow Sherman can expect a routine list of jobs from each of several adjusters.

Contact with the insurance people starts where Sherman gets most of his regular work, at the setting up of a new housing development with its mortgage and insurance arrangements and construction contracts. Sherman

By O. J. MARR
Special to American Roofer
& Siding Contractor

got into large scale jobs and multiple orders through no deliberate preference or campaign plan, but, needless to



Ben Sherman, seated in one of the comfortable chairs in his "semi-tropical" designed office. Note plants growing out of wall fixtures and setting off photo-mural.

say, he goes along willingly with the snowball or chain reaction process that has made him get the contracts for many large building projects. "Contractors are not too different from housewives," he declares. "One tells the other where they can get a good buy."

Sherman likes to tell how he got to be "roofer by appointment" to one of the most famous community developments in the nation, Park Forest, the trail-blazing "city to order" built completely by private initiative. Toward the end of 1947 he was called to the office of Nat Manilow, a prominent Chicago builder, for whom he had done work in the past, and was asked to give a bid on some hypothetical roofing. He was not told where, or when, or how come. Six months later he was given the job of roofing the houses for the first 250 families that were to move into the new dream community 30 miles south of Chicago.

The secrecy was necessary because Manilow and the American Community Builders, Inc., of which he was treasurer, were acquiring land, through innumerable intermediaries, to prevent hold-out. Manilow, who was president

(Continued on Page 31)

Solving the problem of venting with paper wrapped insulation

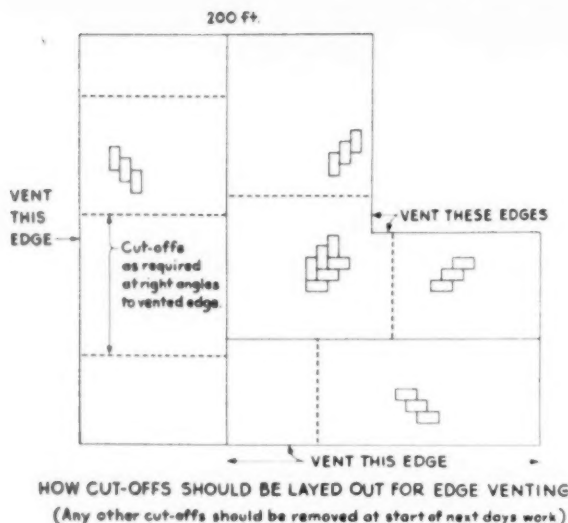


Figure 1

The comments which follow are an interesting short excerpt from the 1952 proceedings of the NERSICA Built-Up Roofing Forum.

YOU are going to ask, with insulations that have, as ours does, a paper wrapped around it, how can the moisture get out if you lay the insulation so that there are sealed end joints that cut off the flow? I have developed Figure 1 to show that there is a practical solution.

Assume a building to be 200 feet wide with a wing on one side forming the L. I suggest venting the long sides

and two edges of the L-shaped wing. Then your main cut-off can run right down the middle of the 200-foot bay, with another centered on the wing. You can put those in without stopping the movement of vapor from the cut-offs out to one vented edge. Any other cut-offs can be at right angles to a vented edge, and there will still be a chance for vapor movement.

Standard Spec. On Cut-Offs

The standard specification says that you must put in a cut-off at the end

of each day's work, and some specifications say for every square, two squares, or three squares. However, in order to take advantage of this kind of venting idea, you should get permission to lay your cut-offs and lay out your work so that you will keep them running at right angles to the vented edge. If you have to put one in at the end of a day's work that isn't at right angles, simply cut that out when you start the next morning's work. We don't want cut-offs to seal off a center area, and it is simply a matter of planned layout of your work.

With regard to our insulation which does have a wrap-around paper, by laying them out as indicated in Figure 1, you can keep the untreated edges parallel to the vents.

Roofing and Siding Weather-Tested At Huge "Farm" In New Jersey



Roofing and siding materials are weather-tested for months on end at this "farm" in Whippany, New Jersey. Actually, the modern laboratory and the grounds around it comprise The Flintkote Company's completely equipped weather-farm.

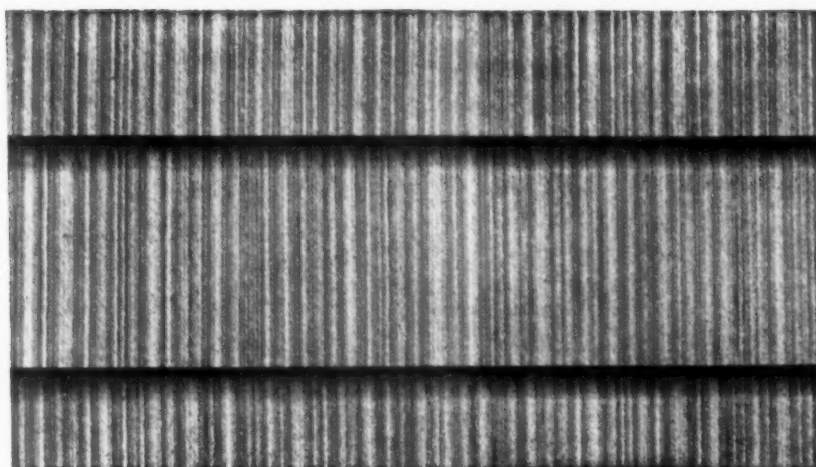
Housing Leaders to Advise FHA

Establishment of an Advisory Committee made up of six national housing leaders has been announced by Commissioner Guy T. O. Hollyday of the Federal Housing Administration. Representing both home financing and construction, the committee is composed of: Fritz Burns, Los Angeles, California; E. A. Camp, Jr., Birmingham, Alabama; Walter Gehrke, Detroit, Michigan; Philip M. Klutznick, Park Forest, Illinois; H. J. Mendon, Los Angeles, California; James Rouse, Baltimore, Maryland. Mr. Rouse will serve as Chairman of the committee.

Commissioner Hollyday pointed out
(Continued on Page 30)

NOW-colored siding that makes you look good . . .

NEW **COLOR • SEALED**
Careystone



ASBESTOS SIDING

in colors that resist time and weather

When you recommend and sell color-sealed Careystone asbestos siding, you're in for compliments instead of complaints.

Buyers like the wide choice of fresh, new pastel colors that resist fading, blooming, discoloration. They like the striated vertical texture lines, too . . . and the freedom from painting and other maintenance. And *you'll* like the way Color-Sealed Careystone builds goodwill and profits. The Color-Seal process, exclusive with Carey, welds a tough, armor-like seal over the entire weather side. Water repellent, highly resistant to soiling, this seal actually enlivens the color and protects it from fading.

You can guarantee Careystone rotproof, termiteproof and incombustible as well. It's made of asbestos and cement . . . never needs preservative treatment of any kind, won't warp or blister.

Color-Sealed Careystone blends with any architectural style, is easily applied to new homes or old, using face nails, or by the Carey Shadow-line channel system. For complete information about this profit-maker, see your Carey representative. Or, mail us the coupon today.

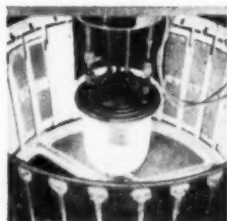
Color-Sealed Careystone is . . . made in white
 and several
 attractive colors.

Carey

The Philip Carey Manufacturing Company, Lockland, Cincinnati 15, Ohio
 In Canada: The Philip Carey Co., Ltd., Montreal 3, P. Q.
 Serving Home, Farm and Industry Since 1873

"TORTURE TEST" in Carey Weather-O-Meter

—proves top quality and performance of Color-Sealed Careystone Siding, under conditions of blistering heat, freezing cold, soaking rains.



THE PHILIP CAREY MFG. CO. • LOCKLAND, CINCINNATI 15, OHIO, DEPT' ARS-6

Please rush me samples and full details on

1. New Color-Sealed Careystone asbestos siding shingles
2. The Carey Shadow-line channel system

NAME _____

FIRM _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

WHAT'S NEW?

Equipment—Booklets—Practice—Materials

Saw Converter

A cam-action saw attachment has been developed to convert the rotary power of an electric drill to a thrust-action saw, completely eliminating the use of gears.

The new tool can be attached directly to any heavy duty electric drill for fast cutting of metal—including stainless steel, plaster, nails, transite, masonite, lath, plastic or other materials. Each revolution of the power drill is turned into a $\frac{7}{8}$ " stroke by the cam action of the saw.



Specially-designed blades make starting holes unnecessary, but the universal chuck also permits the use of any make of hack or key-hole saw blade.

Precision-built of cast aluminum and special alloy steel, the attachment is light, easy to handle, and weighs only $3\frac{1}{2}$ pounds. An adjustable guide handle permits safe, efficient work in normally inaccessible spots.

For almost any job the saw attachment eliminates the need for slow manual or torch cutting and leaves a trim, smooth edge, according to the manufacturer.

New Roof Drain Catalog

"The first complete Roof Drain Catalog of its kind ever issued" is the description released by Josam Manufacturing Company regarding its new Roof Drain Catalog. Some of the unusual features included in this comprehensive book are:

1. Illustrations, descriptions and installation details of Drainage Products for every type of roof construction.
2. Visual Flow—shows all adaptations of one series of a product in one view for easy comparison and specification.
3. Feature Pages—illustrations highlighted to show important features of each series of products.
4. Sizing procedures, tables and data relative to correct sizing of roof drains and leaders.

According to the manufacturer the information is assembled so that the user can

easily and comprehensively locate, compare, select, and specify the roof drainage products which meet his needs.

Insulation Booklet

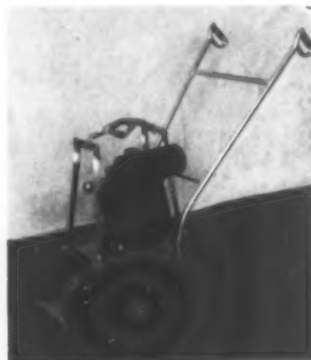
A new booklet, "Fiberglas Insulations For Light Construction," prepared by Owens-Corning Fiberglas Corporation, is now available.

The 20-page booklet includes design and application data on Fiberglas roll blankets, batt blankets, pouring wool, perimeter insulation and utility batts. It also contains information on advantages of insulation in general, on condensation, on ventilation and other general insulation design considerations.

The booklet includes a large number of photographs illustrating the approved methods for installing Fiberglas insulations in dwellings, prefabricated metal buildings and other structures classed in the category of light construction.

New Slag Roof Scraper

One operator can do three times the work that two men can do manually with the new Conforto Slag Roof Scraper, according to the manufacturer, Conforto Mfg. Company. The strenuous hand scraping job is turned into a pleasant operation with this automatic scraper.



The machine does not pulverize the slag, but it does scrape close in corners. Weighing 110 lbs. and equipped with a two-horsepower "Clinton" fast starting precision built gasoline motor the machine has a demount-

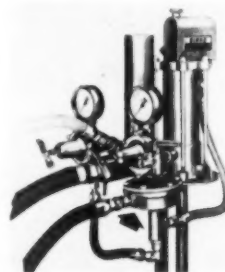
If further information is desired about articles appearing in the pages of this magazine send a card or a letter to the editorial department.

able handle for convenient hoisting to and from the roof. There is also a sturdy bar hoist balanced for raising.

Only two minutes are needed to change blades on the Conforto Scraper, according to the manufacturers. It comes equipped with an electric motor optionally.

Pump Surge Control

With a new device known as the Binks Surge Control, it is now possible to apply cold process roofing and liquid siding evenly with a Binks air-operated Material Handling Pump. Formerly, when an operator shut off the spray gun, the pump continued to operate and a pressure higher than normal built up in the pump and hose. When he triggered the gun, material shot from it violently in "spurts" or "globs." This resulted in wasted material and an uneven coating for the surface being sprayed.



The new control overcomes this problem by automatically shutting off the pump's supply of compressed air the instant the spray gun is closed. It starts the pump operating again the instant the spray gun is opened.

The Surge Control is said to have the following advantages:

1. It makes possible the use of a material handling pump for the smooth application of all types of materials.
2. The elimination of high pressure build-up extends the life of the pumping mechanism and the material hose.
3. It overcomes the problem of large air pressure drop because less pressure is needed to operate the control.
4. The control is said to provide long and trouble-free performance because the regulating action only involves releasing of air pressure from the air cylinder. Its design is such that there is no need for a dumping device to release excessive material pressure in the hose.
5. It simplifies the training of new spray

(Continued on Page 25)

WITH ASPHALT FOR ROOFS

Liquid ALUMINUM

This PROVEN WARRANTY and this NEW NAME

WARRANTY
This Asphalt-Aluminum Coating
guarantees superior roof protection for 10 years.
If the roof leaks, the manufacturer will pay the cost of repairs.
This warranty is your assurance of superior roof protection.

THIS WARRANTY IS YOUR ASSURANCE OF SUPERIOR ROOF PROTECTION

PLUS this NATIONAL Advertising

“Liquid”

MISTER PEEPERS—school teacher extraordinary—will tell your customers about Liquid Aluminum on Sunday evenings over NBC-TV.

FIBBER MCGEE and MOLLY—one of the nation's top radio shows will “spread the bright news” about Liquid Aluminum on Tuesday nights over NBC.

Will make 1953 the BEST YEAR yet for ASPHALT-ALUMINUM ROOF PAINT and COATING JOBS

A big, new 1953 promotion is telling the nation about the superior, long-life, low-cost, one-coat roof protection offered by Asphalt-Aluminum Roof Paints and Coatings that carry the *Liquid Aluminum* name and Warranty Seal. The best product . . . the best promotion—that's a combination that will mean more roof paint and coating jobs for you. Just talk up the magic *Liquid Aluminum* name and the Warranty—

watch them open up new money-making opportunities for you!

Remember—*Liquid Aluminum* roof paints and coatings are made to approved minimum standards by many leading paint manufacturers. If your present sources can't supply you, write or wire for names of manufacturers. Reynolds Metals Company, 2512 South Third Street, Louisville 1, Kentucky.

This advertisement appears in the interest of the Paint Industry of America

DON'T MISS THE **PROFIT** POSSIBILITIES
IN BRIXITE'S BEAUTIFUL NEW....

Ribbon BRICK

**NOW... BRIXITE GIVES
YOU THE SAME STRONG
EYE-APPEAL AND SALES-
AMMUNITION AS ITS DYNAMIC
SELLING COMPANION--RIBBONSTONE--
SHOWN BELOW**



BRIXITE REGAL RED



DESERT WHITE



MOUNTAIN GREEN

A PROVEN CHAMPION BRIXITE'S SALES-TESTED RibbonSTONE

THIS POPULAR
DESIGN HAS BEEN A
TESTED WINNER—AND NOW
BRIXITE BRINGS YOU A NEW COLOR
MOUNTAIN GREEN—TO STIMULATE
SALES EVEN MORE!

BE AMONG THE FIRST
TO CASH IN ON THESE
SENSATIONAL NEW PRODUCTS!
SEE YOUR BRIXITE JOBBER
OR SEND FOR SAMPLES NOW!



9,000 LBS. FORCE PER PANEL
YOUR ASSURANCE OF HIGHEST QUALITY

NOW BRIXITE GIVES YOU A REVOLUTIONARY
NEW *Shake* SIDING **kolor**STRIPE

PUT THE **Zing** IN YOUR
SALES with this SENSATIONAL NEW FIRST!

- ANOTHER FRESH, EXCITING SUCCESS FROM BRIXITE!

- A NEW DESIGN THAT'S SMART, RICH, DIFFERENT!

- THE PASTEL COLORS YOUR CUSTOMERS WANT MOST
TUTONE WHITE
TUTONE GREEN
TUTONE CORAL
TUTONE IVORY

- WIDE CONTRASTING COLOR STRIPES GIVE A TWO TONE EFFECT NO OTHER INSULATED SIDING HAS EVER MATCHED!

- LOADED WITH EYE-APPEAL THAT SOFTENS CUSTOMER SALES RESISTANCE!

- SO MAGNIFICENTLY BEAUTIFUL—ONE JOB IS BOUND TO GET YOU TWO!

kolorSTRIPE

Shake

BRIXITE MANUFACTURING CO., INC.
SOUTH KEARNY, N. J.
AMERICA'S FINEST INSULATED SIDINGS

SPRAYED resurfacers:

(PART II)

maintaining standards is important



*Illustration courtesy
A. Shelburne Co.*

Mr. Perlmutter, an engineer, with many years of experience, is an authority on the subject of mastics. In this series of articles he discusses both business and technical aspects of the mastics field. The present article deals with the questions of maintaining proper standards, and preparation of exterior surfaces.

WE established in the preceding article, some of the general chemical characteristics of a class of sprayed-on resurfacers that have been called mastics. These products point to radical changes in exterior coating formulation, sales, distribution and methods of application, that are bound to have a tremendous effect upon those who are in the protective coating industry.

The American home owner wants a quality product that will be durable, economically priced and skillfully applied to the exterior sidewalls of his home. Mastics, because of their water repellent, fire-retardant, insulating, and sound-proofing properties as well as their cracking, chipping and peeling resistance may offer a partial answer to this demand.

Good quality paints, artificial stone, siding and other similar materials also are designed to answer this need. However, since we are concerned primarily with the mastic products, it is important to bear in mind that even the best material will not perform miracles.

The house shown on the right looks like a new structure but it is not. It is simply a home which has just received a coating of sprayed mastic. The new coating permanently improves the appearance of the house.

By SIMON R. PERLMUTTER
Special to
American Roofer &
Siding Contractor

The proper preparation of a surface, the application of the product in a good workmanlike manner with the proper equipment, and the integrated effects of all this and a quality product is what is needed to provide the beauty, durability of protection and economy that is sought.

Government statistics indicate that there are better than twenty million homes that are thirty years old or better, in need of home improvement. The tremendous profit possibilities of selling sprayed-on coatings to this vast market potential has become the serious concern of many people both in and out of the paint industry.

For the fiscal year of 1952, in southern California alone, over twenty-five million dollars of Title I paper was handled by the banks for spraying on coatings alone. Many paint contractors in that state who formerly were not concerned with these types of protective coatings, are today looking into this field with more than just curiosity.

Large paint manufacturers are in a stand-by condition—ready to roll into production at the opportune time. These manufacturers are hesitant for a number of reasons, but generally the deterrent factors are that these products still require promotion, different methods of merchandising and distribution and a service training program, and the bad taste created by a thousand and one gimmicks and fanciful sales claims for these products and services has also been instrumental in keeping these large companies from



entering into production until such time as things become a little more settled.

Many Imitations

Almost semi-monthly, a new brand name sprayed on coating appears on the market. Many of these products turn out to be imitations and untested reproductions of the brands that preceded them by a month or so. Many capable merchandising people will turn to a good commercial laboratory, get the chemical breakdown on a product and then from the reconstructed version of the formula, get into the production of a product.

Usually, this formula is presented to a manufacturer of paints or to a chemical company that will produce it under private formulation either under their customers own label, their own label, or no label at all. Literature extolling the virtues of the product is gotten up, hard hitting sales material is furnished, special inducements made to customers and thus a new product is launched.

No Control Over Quality

Legally and morally it appears that nothing would be wrong with this type of set up, but many subjective as well as objective factors enter the picture. To begin with, the operation becomes too fast and the ultimate sales made to the home owner are made on the basis of over-extolled claims and virtues of the product. The promoter has no control over either the production or the application, his chief concern is gallonage sales and unless he has a large reputable paint or chemical organization making the material for him, he has no technical people to turn to in the event that there is product failure of some sort. If the trouble becomes insurmountable, the spigot of production is turned off and since there is nothing in the way of a capital investment to salvage, the business is liquidated.

This field is indeed growing rapidly. Unlike paint where the average job on an exterior of a house requires about ten gallons,—a mastic job of similar size requires from 40-50 gallons. Here is a volume product and the staggering gallonage that is needed to serve the awaiting market is much beyond the capacities of all existing manufacturers.

There is plenty of room for good mastics and more of them should be



Spraying process. Note improvement as discolored wall is covered.



How windows are masked preparatory to spraying this stucco house.

and will be produced. However, the one thing that will help this industry grow is public confidence and public acceptance in the merits of this class of products. Here is where intelligent and legitimate selling, void of unsubstantiated claims and promises, coupled with skillful and adequate application, plays a vital role.

The success of a resurfacing job with the mastics begins with the quality of the product used and is equally dependent upon the type of equipment as well as the skill and workmanship employed. However, there are other factors that are basic in determining how good and lasting a job will be and the points to be stressed here are the prevailing atmospheric conditions and the condition of the surfaces to be treated.

Temperatures

Generally, mastics should not be applied when the temperature is below 50 degrees F., and never below 40 degrees F. Mastics should never be applied over wet surfaces or during the



Stained walls shown here will look like new after mastic spraying.



Photos courtesy A. Shelburne Co.
Doorway masked with special paper to keep surface clear of mastic.

time that rain or snow is falling on the surfaces. Sudden drops in temperature causes condensation and spraying should cease early enough in the afternoon to allow the mastic film to set before a sudden drop in temperature occurs. Most mastic films will dry to touch in from 3-6 hours and to reasonable hardness within 12-24 hours. A good mastic will contain the types of oils or resins that increase the safe applying hours during cold weather and prevent damage from sudden rain, snow or frost after application.

Exterior Surfaces

Preparation work on exterior surfaces can however be done during any type of weather as long as it is feasible for men to work outdoors. Exterior surfaces that are to be treated with mastics require careful preparation. Excessive moisture back of a film can cause blistering and otherwise impair the coating. A good cardinal rule to

(Continued on Page 35)

L. W. Clarke Elected Chairman of Board of Asphalt Roofing Bureau

L. W. Clarke, vice-president of sales of the Philip Carey Manufacturing Company, has been elected chairman of the Board of Governors and of the Executive Committee of the Asphalt Roofing Industry Bureau, an association of 25 manufacturers of asphalt shingles and other roofing products.



L. W. CLARKE

W. R. Wilkinson, vice-president of sales of the Johns-Manville Corporation, New York, is the new vice-chairman. E. L. Chamberlain, vice-president of sales of Bird & Son, Inc., East Walpole, Mass., is treasurer. Frank E. McNally, chairman of the board of B. F. Nelson Manufacturing Company, Minneapolis, is the fourth member of the Executive Committee.

Mr. Clarke, who is a graduate of the United States Naval Academy, also is a member of the Board of Governors of The Asbestos Cement Products Association.

Ga. Roofers Hold Annual Convention, June 11-14

RASM-CAOGA, The Roofing and Sheet Metal Contractors Association of Georgia, is holding its 4th Annual Convention at the General Oglethorpe Hotel, in Savannah, Georgia, June 11 through 14, 1953.

Highlights of the Convention include a tour of the Savannah Plant of the Certain-Teed Products Corporation on Thursday, where the contractors will see roofing processed from raw felt right through to the finished roofing material.

Friday will be devoted to technical forums and films, including one on sheet metal moderated by I. C. Mock. Features of the Saturday morning program will include a Roofing Forum moderated by I. Marvin Kelly, and a Sales Clinic, conducted by R. Foster Walton, Sales Specialist, Johns-Manville Corp.

The two main features of the Sales Clinic will be "Goodwill Selling Toward Architects, General Contractors and the Public" and "Salesmanaging Consumer Sales".

NEWS of the Month



John Lang Appointed Asst. Gen. Sales Mgr. by Ruberoid

John Lang, formerly Eastern Division Manager, has been appointed to the newly created position of Assistant General Sales Manager.

Under the supervision of E. J. O'Leary, Vice President and General Sales Manager, Mr. Lang will aid in directing the sales activities of all divisions and sales districts of the company. The Ruberoid Co. now serves approximately 12,000 dealers and distributors from 15 plants.

Prior to joining Ruberoid in 1939, he had been a salesman and sales executive in the building material business for 17 years. He was appointed Ruberoid's Eastern sales manager in 1945 following a number of years service as New England general manager for the company.

E. W. Hammarstrom Rejoins Philip Carey Mfg. Co.

Re-affiliation of Eric W. Hammarstrom with The Philip Carey Mfg. Company has been announced by L. W. Clarke, Vice-President in Charge of Sales.



E. W. HAMMARSTROM

Immediately prior to rejoining Carey, Hammarstrom was chief of the non-metallic

building materials branch of the National Production Authority a position he held for two years. He was formerly Canadian Sales Manager for Carey in which position he established new offices and a sales organization to sell building materials and insulation produced in Carey's Canadian plant. Before assuming his Canadian duties Hammarstrom served as Assistant to Vice-President in Charge of Sales at the company's general offices in Cincinnati.

Jos. L. Wood Elected Pres. Sales Exec. Club of N. Y.

Joseph L. Wood, Assistant Treasurer, Johns-Manville Corporation, has been elected President of the Sales Executives Club of New York, for the year 1953-1954. Mr. Wood had served previously as Vice President and Treasurer of the Club.



JOSEPH L. WOOD

The Sales Executives Club of New York, established in 1932, now has a membership of 2,400 and is the largest organization of its kind in the world. Mr. Wood's election to the presidency is the first time in its history that a financial man has been elected to this office.

Active for years in building industry affairs, Mr. Wood developed the first deferred payment plan for financing of home improvements in the building industry in 1931 and assisted in writing Title I of the National Housing Act of 1934.

Construction Boom Equal To '52 Indicated As Of April

The construction boom broadened its base in April, for aiming at a 1953 total equaling or exceeding the all-time high of 1952.

The F. W. Dodge Corporation total of Dodge Reports of contracts awarded in the 37 eastern states for the first four months slipped one per cent below the total for the first quarter, but on the other hand another month went by.

The four-month Dodge total of \$5,186,238,000 is 10 per cent above the corresponding total for 1952. The three-month total was 11 per cent above 1952.

It may be noted that if the Dodge total should slip the same amount in each of the

remaining eight months, 1953 would still be ahead of 1952 at the end of the year.

Nonresidential was the strongest classification of Dodge Reports in April. The total was \$680,330,000, up 51 per cent over March and 21 per cent over April 1952. Residential award reports totalled \$673,887,000, up 11 per cent above March but one per cent behind April 1952.

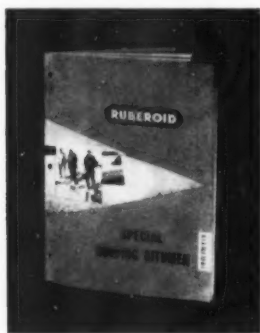
What's New

(Continued from Page 18)

gun operators, and overcomes the chief objection many experienced operators had to the material handling pump. Prior to this control, the operator had to make the best of the initial "spurt" of material by trying to spread the excess over a wide area. This is not an easy trick to master and, in many cases, new operators became discouraged with material handling pumps.

Bitumen Spec. Booklet

A new booklet containing complete specifications for the use of Ruberoid Special Roofing Bitumen, an alternate for coal tar pitch, has been made available by The Ruberoid Co.



Since Ruberoid Special Roofing Bitumen is an alternate for coal tar pitch and not a substitute, it must be applied in strict accord with methods and specifications governing the application of coal tar pitch roofs, and subject to the same roof deck incline limits. Ruberoid Special Roofing Bitumen was recently introduced by the company when it became apparent that the shortage of roofing pitch will probably become permanent.

For quick use, the new booklet has been prepared in handy reference form.

Asbestos Roofing Manual

The Philip Carey Mfg. Company, has just completed a Manual giving complete data and specifications for Careystone Corrugated Asbestos-Cement roofing and siding.

Included in this 82 page Manual are numerous drawings and photographs showing exact method of application and erection. Application recommendations, shipping and crating information, suggested specifications and suggestions to users as well as information for estimating quantities are incorporated.

A description of the Carey estimating service and engineering service can also be found in this Manual. Additions and changes in specifications will be provided all holders of the Manual to keep the book up-to-date.

COLOR SELLS ROOFING and SIDING and HOUSES and EVERYTHING THAT GOES INTO HOUSES

To help you do a bigger volume in today's color-conscious market, the July AMERICAN ROOFER will be a special issue devoted to COLOR.

It will be profusely illustrated with full-color pictures of homes . . . a 32-color chart to show what colors go well together . . . natural color photos of roof shingles and siding, and house trim.

This material is prepared exclusively for you by the nation's foremost building color authority. Its primary purpose is to help you sell more roofing and siding and accessories.

THIS ISSUE WILL
BE THE MOST
TREMENDOUS
SALES HELP YOU
HAVE EVER HAD.

JULY ISSUE
AMERICAN ROOFER & SIDING CONTRACTOR
425 Fourth Ave., New York 16, N. Y.

ORDER YOUR
EXTRA COPIES IN
ADVANCE, TO-
DAY, TO MAKE
SURE YOU HAVE
AT LEAST ONE
COPY FOR EACH
SALESMAN.

SLATE Roofs

As Ever: THE BEST



Edmondson Village contains one of the finest new shopping centers in the Baltimore area. The roofs of the movie theater, bowling alley, restaurant and stores are individually styled in various shades of Vermont Slate. Since the center has opened architects have repeatedly specified slate shingle roofs on other buildings to match those in this beautiful project. Slate is the chosen material for schools, hospitals and public buildings. It is the chosen roofing for fine homes.

Dollar for Dollar and Roofing-Year by Roofing-Year Slate is the Best Value You Can Sell in a Roof.

Sells Because It Is

- Easy To Apply
- Fire-Resistant
- Permanent
- Beautiful Natural Colors

Before You Place Your Vermont Slate Order, Check Prices With Us:

Folder, FREE, On Request

EVERGREEN SLATE COMPANY, INC.
GRANVILLE, N. Y.

● Since 1916, quarriers of Vermont Roofing Slate in all colors. ●

Slate Shingles

(Continued from Page 13)

thicknesses of slate are used, provision should be made to strengthen the rafters.

Start With Double Course

Starting the slate application at the eaves, a double course of slates is used. The first or under-eaves course should start on a cant strip of suitable thickness, to tilt it enough to permit the second course to lie tight and flat. The length of the under-eaves course of slates should be the exposure used on the regular slates, plus three inches. Half slates are sometimes used. The under-eaves slates may be only half the thickness of the regular slates, or they may be the same thickness.

The first course of regular slates is laid over the under-eave course with the smooth faces together, for perfect fitting, the butts of both courses flush, and the joints broken. The double course should project about two inches over the cant strip, sheathing or finishing member of the cornice, at eaves edge, and overhanging at the gable edge $\frac{1}{2}$ ", except where the gable slates have ample nailing, when it may be increased.

When changing the slope of the roof, as for a gambrel roof, a cant strip should be used for starting the roof of lesser slope, as at the eaves edge, and the slates of the upper and flatter roof should project 2" to $2\frac{1}{2}$ " beyond the steeper roof.

Standard or "three-inch" exposure for slates is their total length, minus three, divided by two. Lines should be chalked on the sheathing to permit proper alignment and correct exposure. Each horizontal course should break joints with the preceding one. If the joints are not broken, water may find its way through to the sheathing. Where standard-width slates are used, every other course should start with a half slate, or a one and one-half-width slate. Where random widths are used, the joints should come as near the center of the under slate as possible, and not less than 3" away from any under joint.

The standard three-inch lap should be observed, except where mild climate permits a two-inch lap. For slopes less than 8" per foot, lap may be increased

CORKBOARD INSULATION

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to 4". Where slates overlap sheet metal work, nails should be placed to avoid puncturing the metal. Flashing of gutters, valleys, dormers, etc., should all be completed when slating is begun. Slates should be fitted neatly around pipes, ventilators and other projections. Exposed nails should occur only in top courses where unavoidable.

There are two common ways of finishing ridges: the "Saddle ridge" and the "comb ridge." For the saddle ridge, the regular roofing slates are extended to the ridge so that pieces from the opposite sides of the roof butt flush. On top of the last regular courses of roofing slate at the ridge is laid another course of slate called the "combing slate," and the pieces on opposite sides of the roof are butted also. The combing slate is usually laid with the grain horizontal, and should be of such width that the exposure is maintained uniformly.

Combing Ridge

The combing slates should overlap and break joints with the underneath course. In this way all the nails in the combing slate are covered by the succeeding slates except those in the last slate on the ridge. All nails not covered should be sealed with elastic cement. Since each slate is held by only two nails, the butt that is not nailed should be set in elastic cement. The joints on top of the ridge formed by the butted edges of the combing slates should be filled in with cement if subject to heavy rainfall.

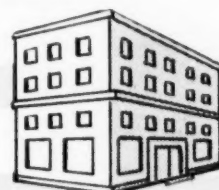
The combing ridge is laid in the same manner as the saddle ridge, except that the combing slate of the north or east side extends beyond the ridge line instead of butting flush. This extension should not be more than one inch. The grain may be either vertical or horizontal. The edge of the slate should be set in cement, and the nails covered with cement.

Hips may be handled in several ways also. Most common are the saddle, mitred and Boston hip.

The saddle hip may be formed by placing one or two plaster laths or a 3½" can strip on the sheathing, and running the roofing slate up to the strip. The hip slates are then laid over the cant strip and the roofing slate, and are usually the same width as the exposure of the roofing slates, although they vary. Four nails used to



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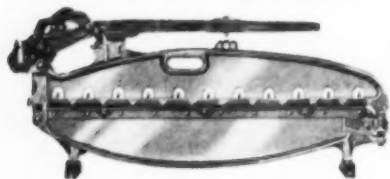
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fasten the hip slates are driven into the cant strip. The heads of the nails are covered with cement, and the lower part of the next slate bedded in cement, the slates overlapping so that their joints line up with the joints in the roofing slate. Cement is also placed in the joint between the roofing slate and the plaster lath, and on the peak of the hip before the hip slates are laid.

Mitred Hip

The mitred hip is formed with the hip and roof slates all in one piece. The last slate in the course, at the hip, is mitred to butt against the slate on the other side, so as to form a tight joint, which should be filled with cement. Nail holes should be placed so as to be covered by successive slates.

The Boston hip has the slates woven in with the regular courses of the roof slates. The nails are covered with cement, and the lower part of the succeeding slate bedded in it.

In forming the hips, workmanship and care exercised in cutting, fitting and bedding the hip slates are most important. Slip flashings or elastic cement may be used, but if the workmanship is good they may be omitted.

Valley may be open or closed. The open valley is the more satisfactory, but the closed is considered more pleasing in appearance by some people and used on high-grade work.

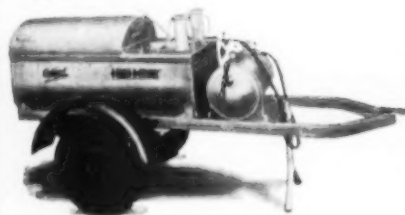
Open Valley

The open valley is formed by laying strips of sheet metal in the valley angle, and lapping the slate over it on either side, leaving a space between the slate edges to act as a channel for water running down the valley. The width of the valley, or amount of space between the slate edges, should increase uniformly toward the bottom. The amount of the increase of taper should be one inch in eight feet. This takes care of the increase of water received at the bottom, and allows ice formed to free itself and slide down as it melts.

The slates should start two inches from the valley center at the top, and the distance from the center should increase one half inch for every eight linear feet. Flashing should extend up under the slates from four to eight inches, as far as possible without being punctured by nails. The taper must be allowed for in the flashing. The flashing could taper, but a simpler method

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is to use short lengths, each length wider than the previous one. The slates are cut off at an angle along the line of taper.

Closed Valley

The closed valley is formed with the slate worked tight to the valley lines, and pieces of metal flashing placed under each course. The size of the metal sheet is determined by the length of the slate and the slope of the adjoining roofs. Each sheet should extend 2" above the top of the slate on which it rests, so that it may be nailed along the upper edges of the roof sheathing without the nails penetrating the slate. Each sheet should be long enough to lap the sheet below at least 3", and should always be set back of the slate above so that it will not be visible. The sheets are separated by a course of slate.

Since slate is a lasting material, the nailing technique should be such as to permit the full life of the material to be realized. No slate should have less than two nail holes. Holes are usually machine-punched at the factory or on the job, except those required to be punched for special handling of hips, etc.

Slating Nails

Special slating nails of non-corroding material, copper or brass, of sufficient length, with a large, thin head should be used. If small-head nails are used, the slate may be pushed up off the nail and fall off the roof. The nail should penetrate the battens or sheathing at least one inch. Nails must not be allowed to slip between the boards of the sheathing. They should fall in between the joints of the slates beneath, however.

Driving the nails is highly important. The nails should just touch the slate, and not be driven home. The slate should hang on the nail, with enough leeway so the swelling of the sheathing will not crush the slates against the nail heads and cause cracking of the slates, or force it up over the head of the nail.

The nail should be of heavy gauge, as it must withstand some shearing stress. Shingle nails should not be used. Three-penny nails are suitable for commercial standard slates, up to 18" in length, with 4-penny for longer slates, and 6-penny on hips and ridges. The proper size may be determined by adding one inch to twice the thickness of the slate.

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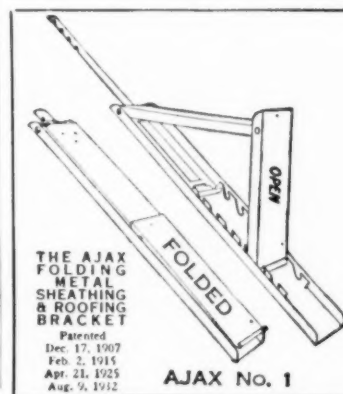
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G. E. Hendrickson, Argyle, Wis.
(Popular Mechanics)

Housing Leaders

(Continued from Page 16)

that the Advisory Committee will explore the possibilities of greater contribution through FHA plans to improve housing conditions and home financing methods.

In discussing the functions of the committee, Mr. Hollyday said with emphasis, "The sights of these civic and industry leaders will be on the future, to lay plans so that FHA can make a greater contribution in better living for American families." The object of the committee is to obtain, by completely voluntary effort, the development of broader and more effective use of FHA home financing insurance plans.

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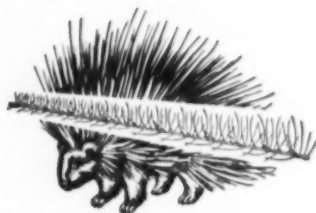
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Alertness Keys Success

(Continued from Page 15)

of Chicago's Metropolitan Home Builders' Association, had been brought into the operation by its original dreamer, Carroll F. Sweet, and had sunk almost a million into buying land before he knew whether there was water there.

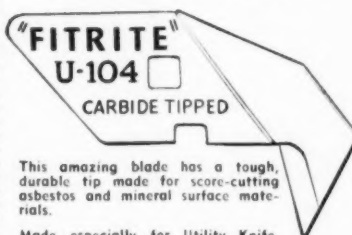
Sherman found himself with almost a million dollars worth of work—roofing, siding, and sheet metal—in the next two years. In the first phase, the rental end, he used 67,000 squares of shingle and roofing (Barrett thick butt, 210 lb.), for about 3,000 units. He then turned to 2700 individual homes for purchase, in the \$11,000 to \$15,000 bracket. He is especially proud of his work on the project's "plazas", combination community and shopping centers, continuous structures with canopies and sidewalks and central parking space for utmost convenience. He estimates he did about 97% of the roofing in Park Forest, excluding schools and other public buildings. In April he was finishing up another set of 1100 houses, and was looking forward to another contract for 250. Park Forest will keep building until 30,000 families are provided for, according to an article in *Colliers* of February 14, 1948.

In his spare time he does work for 93 other contractors scattered around the Chicago region. He mentioned off-hand the 200 Skokie homes he is doing for Mills and Sons, in the \$20-\$25,000 bracket, and the 150 tri-levels and one and two story jobs for Coronet in Brookfield, as well as the 500 he is roofing and siding for Manilow in Des Plaines.

To the comment that this must require a lot of contact building and entertaining, Sherman replied, "No, sir, no glad hand stuff, if that's what you mean. You simply get recommended from one contractor to the next, just like housewives. I've never even met a number of the contractors I work for."

But there's a difference between small home re-roofing for housewives and new development work, a difference that requires Sherman to be not only a roofer, but also a production man, an expeditor, a trouble-shooter, and general quartermaster logistics man. On a small job, an hour or a day of leeway doesn't matter. But on a

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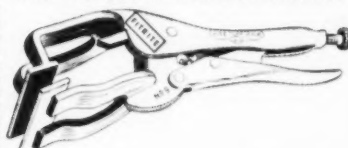


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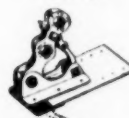
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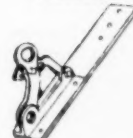
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big job you must keep your commitments on the button. You must coordinate with your suppliers and the other trades, the plasterers, the electricians, the masons, etc. Poor planning can get you into plenty of trouble.

Uses Field Supervisors

The central office of Alert Roofing, 3041 South Halstead, keeps a finger on the pulse of every job, but there are also two field supervisors, one for the north side work and another for the south, checking up on deliveries, progress of work, reporting of men, etc. On the large jobs the material is delivered direct from the supplying plant in ten-ton trailer loads, with the proper amount deposited in front of each house. Purchasing is done about a week ahead, and Sherman keeps in personal touch with the supplier's man responsible for the shipment.

He also keeps about 1500 squares of material on hand in the warehouse, which is part of the large garage building which he purchased and remodeled in 1944 after having used it as a dead storage building. He keeps seven trucks working out of the warehouse, on small jobs of roofing, siding, insulation, and

sheet metal work. Because of the wide area his operations cover, his men, who furnish their own transportation, usually can work on jobs near their homes. He has a permanent force of 17 roofers, 4 siders and carpenters, and 5 insulation men.

He Trains Men

Training men is an important part of Alert's program. Reliable roofers are scarce, and Sherman cannot depend on advertising when he needs men. An applicant first works in the warehouse, and Sherman claims he can tell pretty quickly how a man will pan out before he ever gets up on a ladder or scaffold. A man will get the knack of handling heavy bundles of material, setting ladders, and getting bundles up, or he won't. If he masters the close-to-home work, the new man goes out with an experienced man, and does straight work at first, then valleys and dormers. Sherman can tell pretty quickly whether a man is going to develop the essential roofer's rhythm, even though some never master the art of spitting three nails at a time.

Ben Sherman, now 48, was born in the Netherlands and came here at 7. He was a carpenter by trade, but didn't

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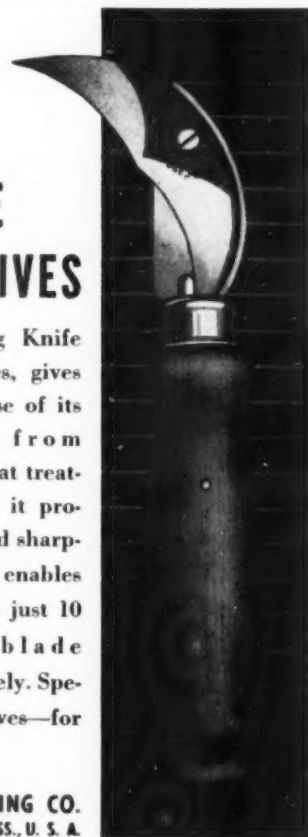
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get much practice in the depression. In 1939 he started roofing out of his home, "with \$250 and a little prayer." After about a year of partnership, he started Alert Roofing in 1941.

The war brought his greatest trials, but also his opportunity. Materials were tight, but in 1942 he bid in and got the contract for re-roofing the Washington Park race track, his first major operation. He still doesn't know how he got the job done. Unlike other roofers, he did not make a practice of dealing with several suppliers, as insurance in case of shortage.

Next year brought the Arlington Park race track, and an impossible manpower situation. "I just rounded up as many roofers as I could snatch or steal, and of course I worked myself." Another problem was trucks. He teased three second-hand ones along in those years. At one point he was about to go into the army himself, and was completing his thirty-day period of winding up his affairs, when the draft age limit was changed, and he stayed in business.

Alert's first big home contracting job was for Manilow, in 1943—the 500 Harris Homes, at 95th and Jeffrey. That job led eventually to his call to bid for the job that turned out to be Park Forest.

"Freedom From Salesmen"

Not the least advantage Sherman sees in his contractor-to-contractor chain reaction is his resultant freedom from depending on salesmen. "I was tied up for two years with bird-dogs and canvassers and commissions and the usual headaches, and it was a sad experience, especially when men would draw against and way ahead of their commissions, and then fly away," he reminisced. "Of course, I expect I'll have to go back to heavier promotion soon. I think we have reached a kind of peak, and will have to work more strenuously for business."

Soliciting Business

One useful ace-in-the-hole for future business is Alert's file of wind-storm and other patching jobs. A surface that gives way once is not as young as it used to be, and now and then Dave Donnan, the office manager who has been with Sherman for eleven years, calls some of the houses Alert has repaired and asks how about a complete re-roofing. More telephone soliciting seems in the cards. Alert does

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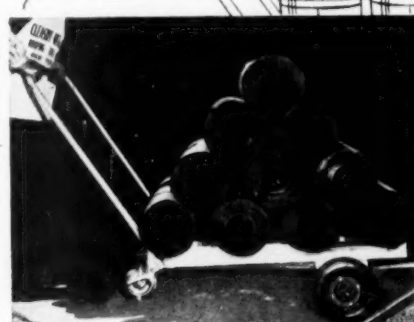
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812-14 S. Main Rockford, Ill.

ROOFING YARN

ALL TYPES—Several Grades



Cut Lengths
(As illustrated)

Roofing MOPS
(Complete with handles)

TOP QUALITY

Reasonable
Prices

Immediate
Shipment

WRITE TO

JOHNSON PRODUCTS CO.

MEMPHIS, TENN.

Manufacturers of Nationally
Known JOHNSON Brooms & Mops

almost no newspaper advertising, but expects to work out a complete and varied program, including several media, for the expected show-down.

Sherman is president of the Shingling division of the Chicago Roofers Association, and is trying to establish some harmony among shingling contractors. He is a matter-of-fact, direct, and self-possessed person, with none of the super-charge connected with salesmanship. He talks of himself as a production man, not as a sharp operator. He is proud of the quiet effi-

ciency of his office, and his knowledge of how everything is going at any time. His pine-paneled inner and outer offices are attractively furnished and hung with well-chosen pictures and photo-murals. Did he ever leave the calm of the power-house and go out into the field? Often, for trouble-shooting, and he even takes a hand on a scaffold if necessary, but does not sentimentalize over it. "I get up there when I have to, and get down to my own work as soon as possible. I'm not in business to hammer nails!"

Telephone Sales

(Continued from Page 14)

worked on his problems will make your selling that much more fruitful. Don't forget to finish with a strong suggestion for action.

There is no doubt that you will sometimes telephone at an inconvenient moment. If the person to whom you're speaking shows impatience or annoyance, ask when he'd prefer to have you call, and make a note of it.

In telephone selling, as in any other kind of selling, your suggestions must all be positive. Don't offer a choice between doing something and not doing it. The choices you offer should be between two or more ways of do-

ing something. As above, "When shall I call back?" not, "Shall I call back?" In other words, phrase the question so that "No" is not a possible answer, and there is a next step.

Telephone selling can be a less strenuous morning warm-up to a day of calling on prospects. In most areas it save time and shoe leather, giving your efforts a professional finish that helps in a competitive situation. All you need to do a thorough job of it is a large book-size "diary" for your notes on calls and call-backs, and the habit of scribbling useful notes in it.

Nailing It Down

(Continued from Page 9)

damage can be found and repaired before it has developed to the point where the entire roof must be replaced. These regular inspections, and cards, and mailings, plus informing the Better Business Bureau in the

local community of racketeering practices heard about, can all act as deterrents to the "fly-by-nights" and "gypsies" who do their work in the dead of night, so to speak, and steal away before anyone can detect them.



Eureka Fiber Glass Mops Slash Labor Costs

Maximum, hot stuff pick up, easy uniform spread means better faster work . . . sharply reduced labor costs . . . more profits for the roofer.

Roofers use the Eureka like a regular yarn mop . . . no need to learn new mopping techniques. It's built to last, too . . . char-proof aluminum sleeves . . . triple wired . . . double nailed makeup . . . it's a quality mop and "Quality Pays for Itself."

Order now or write for free information.

EUREKA MOP CO. 1808 CHOUTEAU AVE.
ST. LOUIS 3, MO.

Sprayed Resurfacers

(Continued from Page 23)

follow is that whatever the surface material may be, metal, masonry or wood, a good lasting trouble free job depends on a *clean dry surface*, void of rust, dirt, grease, oil, pitch, peeling, cracking or old alligatored paint films.

The success of a resurfacing job hinges upon the bond of the material to the foundation. Good adhesion of the mastics to the underlying surface is not accomplished by high pressure spray equipment, although this does make powerful sales copy. Having the surfaces clean and dry, allowing sufficient time for the point up work to dry and set, choosing a sealer or primer that is correctly formulated for the particular surface to which it is applied, these and these factors only, coupled with the quality of the product and the skill of application, are what give results.

What Makes a Good Bond

If the public doesn't, at least the dealer and applicator should, evaluate a little more critically, the advertising claims that mastics are fused on to the old wall surfaces because they are applied by means of powerful air pressure. Spraying does eliminate the thin spots of brushed-on applications and it is simple to lap all joints and seams and apply the material in even thickness to all surface contours, but a good bond is primarily due to good preparation.

Paint films upon aging become brittle, lose their adhesion and flexibility and let go of the surfaces. Applying mastics to such surfaces without removing these paint films down to the bare surface may result in a continuous peeling problem or otherwise result in failure.

Sandblasting

Leading mastic manufacturers advocate light sandblasting methods be employed as a means of cleaning the surfaces. Sometimes, sandblasting is not available, feasible or required and the surfaces can be cleaned by electric wire brushing or hand cleaning methods. Considering the fact that light sandblasting units can be bought for about \$500.00, and the cleaning is economically and efficiently accomplished with this method, it seems as

CUSTOMERS TELL US JACK TAR MOPS LAST LONGER

HAVE YOU considered,
giving them a trial?

Send us your name and address, and tell us
if you buy Roofers' Mops in lots of 6 dozen,
... or more.

We will be glad to submit prices.

CUPPLES COMPANY

Manufacturers

600 SPRUCE ST.

ST. LOUIS 2, MO.

Look to...



Old American
FOR *ALL* YOUR ROOFING
AND SIDING NEEDS

Complete line of asphalt and asbestos-cement roofing and siding, insulating siding, built-up roofing and coatings. Superior quality... prompt, friendly, personal service.

More than 32 years of roofing know-how.

Write for FREE Literature

Old American Roofing Mills
7600 TRUMAN ROAD KANSAS CITY, MO.
KANSAS CITY EAST ST. LOUIS SALT LAKE CITY DALLAS





MR. SMALL DEALER

ALUMINUM AWNINGS & CANOPIES
are in Demand

**CASH IN on this Demand with our
NO INVENTORY PLAN on
POLARIS "NORTHLITE" ALUMINUM
AWNINGS and CANOPIES**

- Made of rugged, heavy gauge "Lifetime" Aluminum
- Choice of 20 beautiful, Baked-on Colors
- Custom-Built, NOT CHEAP, skimpy, packaged units
- Sized to your requirements

*Our Fool-proof, easy-to-fit
design enables you to install
any and all jobs, WITH-
OUT INVENTORY.*

Write for Details

POLARIS MANUFACTURING CO.
2222 Fourth St. Peru, Illinois
MAKER OF "NORTHLITE"
AWNINGS and CANOPIES

**HURRY
HOT STUFF
TO WAITING MOPS
with a
KING
model
340**



Handles hot tar,
gravel, roll roofing,
faster, smoother,
safer. Quickly returns its cost of
\$340.00 F.O.B. Chicago. Hoists 400
lbs. 300 f.p.m. One man operated.
Other models. King Hoisting
Wheels. Safety Hooks. Write for
literature.

KING
PORTABLE HOISTS

KING MFG. CORP.
3147 W. Chicago Ave.
Chicago, Ill.

if this were the best method to be employed.

Prior to applying these resurfacers, it oftentimes becomes necessary to make some minor repairs. For example, on a wooden structure, all decayed or split boards should be replaced. All boards should be securely fastened. Gaps between ends of siding and corner boards should be filled with a calking compound or with a mixture of one part calking compound and one part of mastic material. Protruding nails should be removed or driven into the wood and all nail holes and minor cracks in the wood filled with thickened mastic. Knots should be cleaned off with naphtha, dried and then coated with aluminum paint.

Many mastic applicators calk every lap and joint on a wooden house, in an effort to fill in all the spaces and voids which when thus puttied up tightly will seal off the house against drafts and moisture. This routine has become quite a fetish with many applicators and they do such a thorough job that it is most difficult for them to understand why cracks and voids reappear at these points later on.

One of the plausible explanations for failure is that the mastic should not be applied until the calking is hard and thoroughly set. (The type of calking referred to here is supposed to set hard.) Mastics applied over still unset calking, will cover this material with a film which retards the drying of the calking and which may later cause the mastic film to check. Another reason, is that lumber expands and contracts with the weather and the terrific stresses and strains are set up, which are not only great enough to spring nails, but boards as well.

Calking

Indiscriminate calking of every gap and void between horizontal overlaps of clapboards is an impressive operation, but its efficacy and importance is questionable. Generally, those architects to whom this problem has been explained and shown in the field, agree and advise that calking should be done on vertical joint gaps, rather than on the horizontal interstices. It is also advisable to prime the surfaces first before calking begins and to make sure that the prime coat or sealer is dry before the calking operation is undertaken.

The receptivity of different types of

Manufacturers & Distributors

**Everything for Roofing and
Waterproofing**

**CAULKING COMPOUND
ALUMINUM PAINT
BITUSTATIC CEMENT
ROOF COATINGS & CEMENTS
INSULATION
ROLL ROOFING—FELTS—
PITCH—ASPHALT—COAL TAR
COPPER—GALV. IRON**

Insist on Genuine Durez Products

**METROPOLITAN
ROOFING SUPPLIES CO., INC.**
286 East 137th St., New York City

USE KOKOMO KORERS

For Asbestos Siding

They save time and money, add to appearance and durability. Made from zinc, will not rust. Holes provided for nailing. Some available in colors. Window and door frame strips also available.



Write For Descriptive Literature

BUGHER MANUFACTURING CO.
211 South Main Street, Kokomo, Ind.

"Buy from Frey"

**TOOLS
FOR THE ROOFER**

Frank P. Frey & Co.

2634 W. MADISON STREET
CHICAGO, ILL.

"ASBESTOS"—The Magazine
Keeps you up to date on happenings in the Asbestos Industry. Gives facts about Asbestos, technical developments. \$2.00 per year in the U.S.A.; \$3.00 in other countries.

"ASBESTOS"

808 Western Saving Fund Bldg.
Philadelphia 7, Pa.

FOR FREE LITERATURE
See Page 6

wood to paint varies. For example yellow pine of the lower grade which contains many knots and saps and resins will not hold paint for any length of time and mastics which do stay on, still become discolored and the yellow discolorations will show through from the pitch.

The paint holding properties of such woods as cedar, redwood and cypress, on the other hand is excellent. Fewer paint failures occur on this type of wood and it is reasonable to assume that the best results with mastics over wooden frames is obtained with and on a wood that has good receptivity towards paint rather than one such as southern yellow pine, which is amongst the poorest.

Use of Sealer

Painting over knots or other resinous wood, causes a dissolving action of the resin. This in turn causes a turning of color in the paint pigment. The same holds true where mastics are applied. The integrity of the film may not become impaired, but a color fading or blotching does occur. The remedy is to treat the surface with a sealer before applying the mastic.

All stucco which does not have a tight bond should be removed and replaced and all loose scale and foreign matter should be removed from the wall area. Particular attention is called to the need for the complete removal of white wash. Hairline cracks can be filled with thickened mastic or a mixture of mastic and cement. All cracks other than hairline cracks should be chipped out at least $\frac{1}{4}$ inch on either side and refilled with stucco material. Adequate time should be allowed for the curing of the point up areas. The entire sidewall area should be prepared for and covered with a sealing coat. Some mastic manufacturers have their own specially prepared sealers for this purpose, others recommend the use of a silicone sealer.

Treatment of Cinder Blocks

Cinder blocks are very porous and contain iron inclusions which bleed out and reappear as rust spots. These spots can be wire brushed out, and the large holes and crevices in these blocks can be pointed up with a mixture of equal parts cement and mastic. Sometimes, the job calls for the hiding of the architectural design of the blocks, in



STAY SHARP ROOFING KNIFE



**MADE TO DO A SUPERIOR
JOB: R. MURPHY
stay sharp ROOFING KNIVES**

No Play — No Wobbling

R. Murphy "Stay-Sharp" blades, processed from finest tempered steel, are famous for the way they hold up under tough usage. Their hand-honed razor-sharp edges cut the roughest materials easily.

R. Murphy Knives completely eliminate any play or wobbling because of the precision riveting of blade and handle . . . the latter custom-designed for proper grip.

For the *steadiest, cleanest, easiest* cutting roofing knife—ask for R. Murphy "Stay-Sharp" Knives at your Roofing Supply or Hardware Store.

There's an R. Murphy Knife for Every Purpose. Write for FREE catalog showing the complete line.

Tested Quality for over 100 Years

**R. MURPHY'S
SONS COMPANY**

**AYER,
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R. MURPHY *Knives*

MATT Equipment

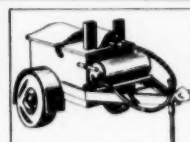
**Makes roofing much Easier
...and each job is more Profitable!**



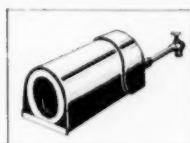
When the cash is in and you figure out what you made on the last "estimated" job—do you feel like going into the restaurant business, or keeping on smelling hot-stuff?

Well—the answer may be you! Are you against modernizing your equipment? Are you holding back an order for a MATT Felt Layer? Are you holding off giving the men on the roof a chance to lessen the hard work of mop pushing? MATT Equipment is ready to go to work for you and save you money! There are a lot of profitable jobs awaiting you—but you must go modern with MATT! The equipment will pay for itself. We're ready to book your order.

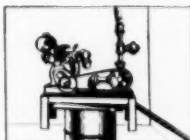
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which case a cement plaster coat must first be applied.

A cement-sand grout can be used as a base coat for sealing cinder blocks and other open textured walls. The grout mixture is composed of equal parts of water, Portland cement and fine sand. This mixture is economical and easily applied. It is necessary to damp cure this mixture in order to properly hydrate the cement. When a grout mixture is used, good drying weather and from 60-90 days should elapse before the application of the mastic. If a time schedule must be met on a job, pointing up with a cement-sand grout mixture cannot be done, for it is imperative that the correct curing cycle be completed before mastic coatings can be applied.

Minor voids and spaces can be pointed up with thickened mastic or a mixture of mastic and cement, sealed and then sprayed with the mastic. If cracks that have been previously filled in show up during spraying, they can be refilled with mastic and a putty knife, and the area can then be stippled out and resprayed lightly.

Mastic Over Brick

Mastics are being used more and more over old brick structures. Preparation here is really quite simple. The interstices between bricks are first wirebrushed and all loose mortar is chipped away and the areas are then pointed up. Brick that is hard burned or glazed should be roughened up. A silicone sealer can then be sprayed onto the surface and after this sealer has dried the mastic can be sprayed on.

We have gone over once lightly a few of the more common surfaces encountered by the dealer in the field. It is not the intent here to blueprint a general pattern of procedure that can specifically be applied to each and every surface material, but rather to point up some of the more pertinent facts and attitudes that have great bearing on the ultimate quality of the job.

Watch for

SELECTING COLOR IN ROOFING & SIDING

in AMERICAN ROOFER, July

CLASSIFIED ADVERTISING

Under this heading classified advertisements are accepted at the uniform rate of 12 cents a word, but no advertisement taken for less than 20 words with a minimum charge of \$3.00; 3 months at 10c per word per insertion. Check or Money Order must accompany copy of Classified Ad. Advertisements soliciting dealers or distributors, or new products for sale, not accepted in classified section. Address all communications to Classified Department, AMERICAN ROOFER, 425 Fourth Avenue, New York 16, N. Y.

SITUATIONS WANTED

SITUATION WANTED: ESTIMATOR, lay-out man, and supervisor with 25 years experience wishes to locate in the south or middle west. Would also be interested in buying part or all of an established sheet metal and roofing business. Write Box 368, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

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FINANCIAL INDEPENDENCE AND handsome returns while building up your own business! Would you like to make profits of 50% to 300% on large volume, easy-to-get sales? You can make your fortune selling roof coatings, caulking and industrial protective coatings. Your market is all around you . . . everywhere . . . factories, garages, public and private institutions, all building owners. No investment in stock. Direct shipment from factory means you need only a one room office . . . or operate from your home. Our experience of almost half a century proves that you can get results. We give you a positive plan for selling, with catalogs, literature and complete sales training. Your only investment is carrying and invoicing your own accounts, hence only men who are financially responsible should reply. All inquiries strictly confidential. You owe it to yourself to get the realistic facts now. No obligation. Write today to Box 367, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE

FOR SALE—LARGE surplus paint paste in red, green and brown for making barn and roof paint, shingle stains, mastic and creosote paint, colored roofing cements, wood stains and preservative. Sample 55-Gal. drum at quantity price. Box 369, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Avenue, New York 16, N. Y.

FOR SALE: ROOFING & Sheet Metal business Western Massachusetts—Excellent equipment, \$200,000 volume. Apply to Box 365, AMERICAN ROOFER & SIDING CONTRACTOR, 425 Fourth Ave., New York 16, N. Y. 6-53

Buyers find all they want in

"Century" NU-GRAIN asbestos-cement siding shingles

"CENTURY" sided homes give *more* than full measure! These tough, durable shingles combine the appearance of old-fashioned split wood shingles and the lasting qualities of stone. They are virtually maintenance-free, and never need protective paint. They won't burn, rot, or rust —or tempt termites.

And home buyers and remodelers are really enthusiastic about the three attractive, lasting colors in which NU-GRAIN shingles are made: NU-GRAIN Brown, NU-GRAIN Gray, and NU-GRAIN Green (illustrated). When the shingles are applied, the vertical joints between them disappear in the continuous grain pattern, and their straight-butt shadow lines are clear and pronounced.

Home-conscious people by the millions have seen and admired "Century" NU-GRAIN shingles on actual homes and in K&M advertisements (in color) in *Better Homes & Gardens* magazine. Get the complete story from your K&M Distributor or write directly to us.



Nature made Asbestos . . .
Keasbey & Mattison has made it
serve mankind since 1873

America's first maker of asbestos-cement shingles

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA

Now! Here's a re-roofing shingle that
opens up new profit opportunities...

New CELOTEX Standard
STA-LOCK Asphalt Shingles

Trade Mark

Wind-Safe! Weatherproof! Low Cost!

New from Celotex, a rugged re-roofing shingle that provides protection from wind damage PLUS fire resistance PLUS smart design and exclusive "Color Harmonized" beauty PLUS long, trouble-free service—all at a cost so thrifty you'll find customers where you never had prospects before!

New Celotex Standard Sta-Lock Asphalt Shingles interlock securely into a virtually one-piece roof that's safe even in a gale. No loose tabs to blow up! Each shingle is anchored at eight separate points to stay put! Extra weather protection, extra years of trouble-free service are built in by the exclu-

sive Celotex Triple-Sealed Process!

And, new Celotex Standard Sta-Lock Shingles have a unique pattern that sets any house apart from the ordinary, appeals instantly to homeowners. They are "Color Harmonized" to blend or contrast with sidewalls and yet harmonize with sky, foliage and other buildings. Choice of handsome solid colors and beautiful blends.

Ask your Celotex representative for the full story of new Celotex Standard Sta-Lock Asphalt Shingles! (NOTE: In the Pacific Coast area, they are marketed under the name of Celotex *El Rey* Standard Sta-Lock Asphalt Shingles.)



See how
they hold together
even without nails

This picture gives a convincing demonstration of how the exclusive Celotex self-locking design guards against wind damage. When held upside down, note how these seven Celotex Standard Sta-Lock Shingles hold together even without nails. Center shingle shows the unusual, attractive, characteristic pattern.

To close more roofing sales, faster...feature genuine

CELOTEX

REG. U. S. PAT. OFF.

TRIPLE-SEALED ASPHALT SHINGLES

THE CELOTEX CORPORATION, 120 S. LA SALLE STREET, CHICAGO 3, ILLINOIS